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Contract

Cynllun Marchnata Digidol Eryri Mynyddoedd a Môr 2025/26 - Eryri Snowdonia Mountains and Coast Digital Marketing Campaign 2025/26

Cyngor Gwynedd

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049974

Procurement identifier (OCID): ocds-h6vhtk-05483b ([view related notices](#))

Published 19 August 2025, 8:13pm

Scope

Description

Mae Cyngor Gwynedd wedi llwyddo i sicrhau cyllideb ar gyfer y Prosiect Diwylliesiant o Gronfa Ffyniant Gyffredin y DU. Nod y prosiect yw cefnogi budd a lles i gymunedau, amgylchedd a busnesau Gwynedd trwy ddiwylliant, hamdden ac economi ymweld cynaliadwy. Un o allbynnau'r prosiect yw gweithredu ymgyrch farchnata ddigidol i hybu'r economi ymweld a chynhyrchu 2,500 o ymwelwyr ychwanegol a gwerth £150,000 o incwm i'r economi a chymunedau lleol. Mae Cyngor Gwynedd yn ystyried penodi cwmni gyda chymwysterau addas i ddatblygu a gweithredu ymgyrch farchnata ddigidol i hyrwyddo Ardal Farchnata Twristiaeth Eryri Mynyddoedd a Môr sy'n cynnwys Parc Cenedlaethol Eryri, Pen Llŷn ac Arfordir Ceredigion. Enw gweithredol yr ymgyrch farchnata ddigidol fydd 'Hwyl yn Eryri a Phen Llŷn' gyda'r prif amcanion o hyrwyddo diwylliant, treftadaeth, iaith, tirwedd, cynnyrch lleol, cymunedau a chyfluoedd awyr agored yr ardal. Bydd angen i'r ymgyrch ystyried yr egwyddorion a amlinellwyd yng Nghynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri 2035 wrth ddatblygu asedau'r ymgyrch a'r amrywiol negeseuon marchnata a chyfathrebu. Bydd hyn yn cefnogi ein hamcanion strategol o greu economi ymweld er budd a lles pobl, amgylchedd, iaith a diwylliant Gwynedd ac Eryri. - Cyngor Gwynedd has been successful in securing funds for the

Diwylliesiant 2 Project from the UK Shared Prosperity Fund. The aim of the project is to support the benefits and well-being of communities, the environment, and businesses in Gwynedd through culture, leisure, and sustainable tourism. One of the outputs of the project is to implement a digital marketing campaign to promote the visitor economy and generate 2,500 additional visitors and £150,000 worth of income to the local economy and communities. Cyngor Gwynedd is looking to appoint a suitably qualified company to develop and implement a digital marketing campaign to promote the Eryri Snowdonia Mountains and Coast Tourism Marketing Area which includes the Eryri National Park, Pen Llŷn and the Cambrian Coastline. The working title of the digital marketing campaign will be known as 'Hwyl in Eryri and Pen Llŷn'. The campaign will need to consider the principles outlined in the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 when developing the campaign assets and the various marketing and communication messages. This will support our strategic aims of creating a visitor economy for the benefit and wellbeing of the people, environment, language and culture of Gwynedd and Eryri.

Contract 1. Cynllun Marchnata Digidol Eryri Mynyddoedd a Môr 2025/26 - Eryri Snowdonia Mountains and Coast Digital Marketing Campaign 2025/26

Supplier

- Alaw Cyf

Contract value

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

Date signed

15 August 2025

Contract dates

- 1 September 2025 to 27 March 2026
- 6 months, 27 days

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services

Contract locations

- UKL12 - Gwynedd

Key performance indicators

Name	Reporting frequency
Cynhyrchu lleiafswm o 50,000 o ymwelwyr unigol â'r wefan	12 months
Cynhyrchu o leiaf 2,500 o ymweliadau dydd neu dros nos ag ardal Eryri Mynyddoedda Môr	12 months
Cynhyrchu o leiaf £150,000 o wariant ychwanegol yn yr economi leol	12 months

Signed contract documents

[Cytundeb 2682180.pdf](#)

Cytundeb ar gyfer Cynllun Marchnata Digidol Eryri Mynyddoedd a Môr 2025/26 - Eryri
Snowdonia Mountains and Coast Digital Marketing Campaign 2025/26

Procedure

Procedure type

Below threshold - open competition

Supplier

Alaw Cyf

- Public Procurement Organisation Number: PJDW-4965-HNHH

Plas Isaf

Ruthin

LL15 1UH

United Kingdom

Email: hi@alaw.cymru

Region: UKL13 - Conwy and Denbighshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Cynllun Marchnata Digidol Eryri Mynyddoedd a Môr 2025/26 - Eryri
Snowdonia Mountains and Coast Digital Marketing Campaign 2025/26

Contracting authority

Cyngor Gwynedd

- Public Procurement Organisation Number: PTCX-9875-MZPQ

Swyddfeydd y Cyngor / Council Offices

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Website: <http://www.gwynedd.llyw.cymru>

Region: UKL12 - Gwynedd

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales